

**Utah Office of Tourism
Board Meeting
Friday, September 13, 2013 – 10:00 a.m.
Bryce Canyon Grand Hotel – The Ponderosa Room
30 North 100 East
Bryce Canyon City, UT**

Present

Board Members

Joel Racker
Mike Taylor
Kym Buttschardt
Bill Malone
Lance Syrett

Hans Fuegi
Nathan Rafferty
Gordon Topham
Pamela Hilton

Via Phone

Jeff Robbins

Staff

Vicki Varela
Barbara Bloedorn
Gael Hill

David Williams
Jay Kinghorn

Guests

Jeremy Chase
Nan Anderson
Sarah Nielson
Peggy Conway
Tom Love
Monique Beeley
Maria Twitchell
Chris Brown
Jake Beal
Dana Waggoner
Leland Pollock
Jeff Bradybaugh
Ethel Rich
Clare Rausay
Dell LeFevre
Carlton Johnson
Cary Deccio
Falyn Owens
Lori Veater
Brinda Bair
Lori Talbot
Jeff Stock
Jordan Garn

Struck
UTIC
Love Communications
Love Communications
Love Communications
Outdoor Utah
Cedar City-Brian Head Tourism
Brian Head Resort
BLM – Grand Staircase – Escalante
Escalante
Garfield County Commissioner
Bryce Canyon National Park (Superintendent)
Garfield County Travel, Bryce
Garfield County
Garfield County
Grand Staircase Inn
Ruby's Inn
Garfield County Office of Tourism
Garfield County Office of Tourism
Panguitch City
Panguitch City
Cannonville Town
Utah Hotel & Lodging Association

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors to Bryce Canyon City. He thanked Lance Syrett and the staff of the Bryce Canyon Grand Hotel for their hospitality. Joel asked Lance to say a few words about the area.

Lance welcomed everyone to Bryce Canyon City. He then gave a brief history of his family and how they attained the property that Ruby's Inn is built on.

In 1916, Reuben C. (Ruby) Syrett brought his family to Southern Utah, establishing a ranch near the present site of Ruby's Inn. Ruby and his family were so impressed by the beauty of the canyon they became hosts to its visitors. By 1919 they had obtained permission from the state to build a lodge, near the brink of the canyon. In 1923, when Bryce Canyon became a National Monument, Ruby moved his lodge, to the location of his ranch and named it Ruby's Inn.

Joel then had the board, staff and visitors introduce themselves.

MINUTES

MOTION: Mike Taylor made a motion to approve the minutes of the August 9th meeting held in Salt Lake. Gordon Topham seconded the motion. The motion passed.

MARKETING COMMITTEE REPORT

Nathan Rafferty turned the meeting over to Love Communications to present the Winter Media Plan for 2013/2014.

Winter Media Buy

Some of the items Love covered in the plan were:

- Media goals and timing – flight dates: December 30th – February 2nd
- Markets – Focus on Los Angeles & New York with some spend in Boston
- Media Mix with TV, outdoor and digital/social
- Budget - \$2,299,955
- TV Buy Parameters/TV Program Highlights
- Added Value Summary
- Digital Media Timing – October 15th – February 23rd (NY, LA & Boston)
 - November 18th – December 16th (San Diego, SF, Atlanta, Dallas, DC)

After the presentation, David Williams requested a motion to approve the media buy.

MOTION: Nathan Rafferty made a motion to approve the media buy as presented with the caveat that the committee will work with Ski Utah on the secondary markets. Kym Buttschardt seconded the motion. Nathan amended his motion to include a budget not to exceed \$2.3 million on this buy. The motion passed.

Celebrity Ski Fest

Dave Williams reported on an advertising opportunity for the boards' consideration. He explained that Deer Valley, on its opening weekend, hosts the Celebrity Ski Fest show. Proceeds from the show, benefit Robert Kennedy Jr. Water Keeper Alliance Organization. The show runs the weekend of December 7th & 8th and airs December 8th following NFL football. We have been offered an opportunity to purchase a 30 second spot for \$12,500 that includes bumpers and banners during the show. This would be a great opportunity to support our Deer Valley partners.

MOTION: Hans Fuegi made a motion to approve \$12,500 out of the winter ad budget to purchase a 30 second spot for the Celebrity Ski Fest to be aired December 8th on CBS. Mike Taylor seconded the motion. The motion passed.

KSL Co-op

Dave Williams reported that the UOT has formed a partnership with KSL Radio and Dessert News to create a Co-op Marketing opportunity with our tourism partners around the state to promote their areas. The theme for the campaign this year is "Just down the road." Non profit and destination marketing partners can participate. The UOT would use matching funds from the operations budget. The funds can promote events or destinations. There will be two options. The first includes, radio ad, full color print and on-line and the second includes all of these plus a loyalty card program to offer special deals for your area. There will not be an application requirement, the partners can just sign up. This opportunity has already been offered to the partners. Dave then played a radio ad as an example. The first option cost \$3,725 (UOT pays half) and the second option is \$5,800 (UOT pays half).

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- She thanked Superintendent Bradybaugh for his hospitality in the park last night for dinner in the lodge as well as viewing the beautiful night skies.
 - She congratulated Falyn Owens in her new position as Tourism Director for Garfield County.
 - She expressed her appreciation for John Holland and his hard work as a board member representing Garfield County as well as his participation as the chair of the welcome center action team, his work on scenic byways and his participation on the Co-op Marketing Committee.
 - She announced that Dave Williams has been promoted to Associate Managing Director and Jay Kinghorn has been promoted to Director of Communications and Digital Strategy.
 - Currently interviewing for a Director of Partner Relations. Expect to fill this position in a few weeks.
 - Governor's Rural Partnership Board Meeting – Richfield, Tuesday, September 17th
 - Present to the Economic Development and Workforce Services Interim Committee Wednesday, September 18th. – Will update them on the TMPF
- Image Study – SMARI did an image study to see how "Life Elevated" is doing. (1,300 surveyed mix of national audience and target audience) More details will follow when the study is complete. Some of the initial items from the study were:
- Good appeal as a Utah slogan – 54%
 - Good fit with the state - 66%
 - Recognized Slogan – 9%
 - 49% - Think "Life Elevated" is attached to Colorado.

- Utah as a Place to do business – think of Mormonism, friendliness, intelligence, sobriety
- Green & Efficient
- Salt Lake City Skyline confused with Colorado
- Delicate Arch associated with Utah

UTIC UPDATE

Nan Anderson reported on the following items:

- TMPF – UTIC is working with UOT & GOED and participating in meetings and developing tourism champions.
- Struck is assisting in the creation of a template to provide tourism numbers for the legislators.
- Fundraising – need assistance with sponsorship packages (could use hotel stays, etc.)
- UTIC membership meeting – November 8th in Brigham City
- Ski Day Fundraiser – December 12th - Snowbird
- Tourism Day on the Hill – Wednesday, February 26th
- Tourism Conference – September 23rd – 25th, 2014 – Ogden

BRYCE CANYON NATIONAL PARK UPDATE

Superintendent Jeff Bradybaugh reported that visitation is up. As of the end of August this year, visitation is up almost 12% year to date. Last year it was up 5-1/2% and the year before it was up 3-1/2%. Over a five year period have experienced a 30% increase in visitation.

NEW BUSINESS

Vicki Varela introduced Gael Hill, the Scenic Byway Coordinator for the UOT. Vicki reported that Gael's responsibilities also include participation on the welcome center action committee. She is also working on a livability study. She is doing great work.

Bill Malone reported that Park City has just signed a new contract with the Sundance Film Festival through 2026 to be the official sight of the festival and also, effective 2015, the Sundance Film Festival will no longer overlap with Martin Luther King Day.

PUBLIC COMMENT

Dana Wagner reported that the Escalante Arts Festival will be held September 27th and 28th in Escalante.

Meeting adjourned. The next board meeting will be held, Friday, October 11th in Price.